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ATTORNEY
DOCKET NO. 3551
HFW

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT: James K. Beriker, et al)
SERIAL NO.: 09/653,840) Group No. 2178
FILED: 09/01/2000) Examiner: Matthew J. Ludwig
FOR: AUCTION-BASED SEARCH ENGINE)

AMENDMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Transmitted Herewith is an Amendment in response to the Office Action of October 14, 2005 in the above-identified application.

- ☒ The commissioner is hereby authorized to charge any additional fees associated with this communication to our Deposit Account No. 14-1131.
- ☒ If an additional extension of time is required, please consider this a petition therefor and charge any additional fees which may be required to Deposit Account No. 14-1131. (A duplicate copy of this sheet is enclosed.)

This transmittal of this amendment is respectfully submitted by the undersigned:

Robert P. Greenspoon - Reg. No. 40,004
NIRO, SCAVONE, HALLER & NIRO
181 W. Madison-Suite 4600
Chicago, IL 60602
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Date: November 15 2005

I certify that this document and enclosed fee is being deposited on November 15, 2005 with U.S. Postal Service as first class mail under 37 C.F.R. 1.8 and is addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Signature of Person Mailing Correspondence

Hannah Martin

Typed or Printed Name of Person Mailing Correspondence

Appl. No. 09/653,840
Reply to Office Action of October 14, 2005



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. : 09/653,840
Applicants : James K. Beriker
Martha S. Gold
Andrew B. Gold
Daniel N. Meredith
Rayford L. Sims
Alan P. Trzcinko

Filed : September 1, 2000
Title : Auction-Based Search Engine

TC/A.U. : 2178
Examiner : Matthew J. Ludwig

Docket No. : 3551

Honorable Commissioner of
Patents and Trademarks
Washington, D.C. 20231

RESPONSE TO OFFICE ACTION DATED OCTOBER 14, 2005

Dear Sir:

In response to the Office Action of October 14, 2005, Applicants respectfully
traverse the Examiner's rejections.

REMARKS

The Examiner replaced its former prior art rejections with new ones. The Examiner
applies Knight (6,804,675) in view of Harvey (6,519,629) under 35 U.S.C. § 103(a) against